

## AMENDMENTS TO THE CLAIMS

1. (Original) A floor mat system comprising:
  - an outer frame member;
  - a plurality of inner frame members that cooperate with the outer frame member to form a plurality of mat-receiving areas within the perimeter of the outer frame member;
  - a mat disposed within each of the mat-receiving areas;
  - one of the mats being a display mat having a display section removably and re-attachably connected to a base; and
  - one of the mats being a second mat; the second mat having a plurality of strips removably and re-attachably connected to the mat; the strips being adapted to be walked on when the mat system is in use.
2. (Original) The floor mat system of claim 1, wherein a plurality of second mats surround the display mat.
3. (Original) The floor mat system of claim 2, wherein the display mat is wider and longer than each of the second mats.
4. (Original) The floor mat system of claim 1, wherein hook and loop fasteners are used to secure the display section and hook and loop fasteners are used to secure the strips.
5. (Original) The floor mat system of claim 4, wherein the mat sections do not overlap the frame members.
6. (Original) The floor mat system of claim 5, wherein the mat sections are not connected to the frame members.

7. (Original) The floor mat system of claim 1, further comprising a section of hook and loop fasteners removably and re-attachably connecting the display section to the base.
8. (Original) The floor mat system of claim 7, wherein the section of hook and loop fasteners is in the form of a plurality of spaced strips of fasteners.
9. (Original) The floor mat system of claim 1, wherein the display section includes an advertising logo.
10. (Original) The floor mat system of claim 9, wherein the advertising logo is disposed parallel with the plurality of strips such that foot traffic will see the advertising logo in an upright configuration while passing in a traffic direction substantially perpendicular to the strips.
11. (Original) The floor mat system of claim 1, wherein the second mat is a flow-through mat having an upper surface;
  - the flow-through mat defining a plurality of slots;
  - one strip removably and re-attachably connected to the mat in each of the slots; and
  - the mat defining at least one drain opening adapted to allow liquid to drain out of the slot.
12. (Original) The floor mat system of claim 11, wherein the mat defines a plurality of drain openings adapted to allow liquid to drain out of the slot.
13. (Original) The floor mat system of claim 12, wherein the strip is disposed intermediate two drain openings when the strip is disposed in the slot.

14. (Original) The floor mat system of claim 13, wherein the strip has a first width; the slot having a second width; the second width being greater than the first width.
15. (Original) The floor mat system of claim 11, wherein hook and loop fasteners provide the removable and re-attachable connection between the strips and the mat.
16. (Original) The floor mat system of claim 11, wherein the mat includes a brace disposed under the strip; the brace having a lower surface; the mat having a lower surface; the lower surface of the brace being disposed above the lower surface of the mat.
17. (Original) The floor mat system of claim 1, wherein the second mat is a flexible flow-through mat fabricated from non-metal intersecting upper and lower ribs;
  - the upper ribs being parallel and defining a plurality of slots;
  - the upper ribs defining a plurality of flow-through openings intermediate each pair of slots;
  - one strip removably and re-attachably connected to the mat in each of the slots;
  - each strip being removably and re-attachably connected to the mat with hook and loop fasteners;
  - braces that cooperates with the lower ribs and the upper ribs to define the slots; and
  - the mat defining at least one drain opening adapted to allow liquid to drain out of the slot; each drain opening is disposed intermediate a brace and an upper rib.
18. (Original) The floor mat system of claim 17, wherein the upper and lower ribs are integrally molded.

19. (Original) The floor mat system of claim 17, wherein the upper and lower ribs are extruded.

20. (Original) The floor mat system of claim 17, wherein the upper and lower ribs are fabricated from one of a rubber and a plastic.

21. (Currently amended) In a floor mat system having:

a mat having an upper surface;  
a plurality of strips removably and re-attachably connected to the mat; the strips having an upper surface free of a display or a portion thereof; the strips being adapted to be walked on when the mat system is in use; the improvement comprising:

a display section removably and re-attachably connected to the mat; the display section being separately connected to the mat from the strips.

22. (Original) The improvement of claim 21, wherein the display section has a width; the system including at least two strips; each of the strips having a width; the width of the display section being greater than the combined widths of two of the strips.

23. (Original) The improvement of claim 21, further comprising hook and loop fasteners; the hook and loop fasteners removably and re-attachably connecting the display section to the mat.

24. (New) The floor mat system of claim 21, wherein the mat is a flow-through mat defining a plurality of slots;

wherein one strip is removably and re-attachably connected to the mat and in each of the slots; and

wherein the mat defines at least one drain opening adapted to allow liquid to drain out of the slot.